

Generic Rubric

ONLINE
9.7



	4	3	2	1
Ideas/ content	Essay has a clear focus, ideas are compelling, there is good development and strong support	Focus is apparent, some development takes place and ideas offer support, though it may it not be consistent	Focus is not clear, ideas need development, and/or more support is needed for ideas	No focus, lack of development and/or support, may be unacceptably brief
Organization	Introduction includes a strong thesis; clear topic sentences; smooth transitions between ideas; and strong closure	Clear introduction, body, and conclusion, although transitions could be smoother	Lapses in organization begin to detract from the meaning of the essay	Organization is unclear, or essay consists of one long paragraph with no sorting and grouping of ideas
Voice/word choice	Voice sounds like an individual, with consistency throughout the piece. Word choice is precise and sophisticated	Voice is good, though not superlative. Words are correct and are sufficient to convey meaning	Voice is inconsistent; word choice is not always correct	Voice may be inappropriate; words are carelessly chosen or just plain wrong
Sentence structure/ writing conventions	Sentence structure is correct and varied; few, if any, grammar errors	Sentence structure is generally correct, though not as varied as it could be; some grammar errors	Sentence structure errors require frequent rereading; grammar errors begin to impede meaning	Poor sentence structure; many grammar errors